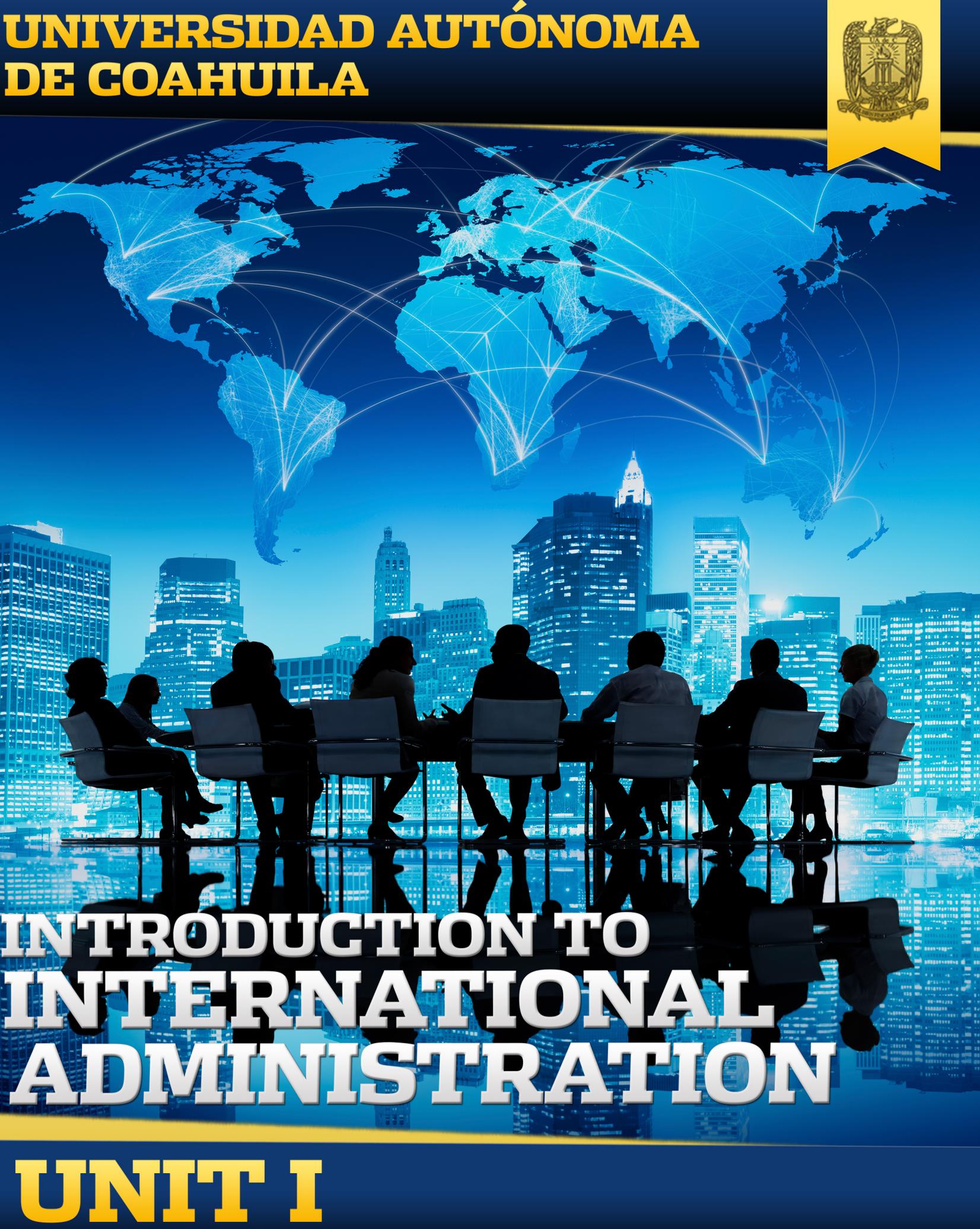


**UNIVERSIDAD AUTÓNOMA
DE COAHUILA**

A blue-toned image showing a group of business professionals sitting around a table in a meeting room, with a city skyline and a world map with network lines in the background.

**INTRODUCTION TO
INTERNATIONAL
ADMINISTRATION**

UNIT I

Introduction Unit I

INTRODUCTION UNIT

Develop and implement business strategies in a global context.

PURPOSE OF UNIT

Control and operate businesses and markets in different geographic locations.

CONTENT MAP



Introduction Unit I

UNIT EVALUATION

EVALUATION	GRADES
INTERNATIONAL AND GLOBAL MANAGEMENT	10
UNIT EVALUATION	10
TOTAL	20

UNIT ACTIVITIES

TEMA	SUBTEMA	ACTIVIDAD
INTRODUCTION TO INTERNATIONAL MANAGEMENT	<ul style="list-style-type: none">• Setting Organizational Business• Differences between International Management and Global Management	Quiz
	<ul style="list-style-type: none">- Matrix, Strengths, Weaknesses, Opportunities and Threats (SWot)	